

**Fourth Edition**

# **Understanding Digital Marketing**

Marketing strategies for engaging  
the digital generation

Damian Ryan



**KoganPage**

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**Bonus online-only chapters and contributor views are available at the following url** (please scroll to the bottom of the web page and complete the form to access these):

**[www.koganpage.com/understanding-digital-marketing](http://www.koganpage.com/understanding-digital-marketing)**

**Bonus online-only chapters:**

Measurement and data: is it working?

Going global – internationalization: cross-border digital marketing

Digital transformation 101: a journey of change towards a transformed customer experience

**Bonus online-only contributor views:**

**Also included at the above url are three other contributions to this edition that were too good to omit!**